

D6.1 Digital dissemination – Social networking tools and graphic identity

02/05/2023

WP Leader : ULB

Graphic Identity

Fairville's graphic identity was created by Fairville's Project Manager Audrey Debargue as a professional graphic designer during the month of January 2023.

This identity was validated by a vote of the members of the Fairville consortium and was subsequently used on all communication materials and on the project website.

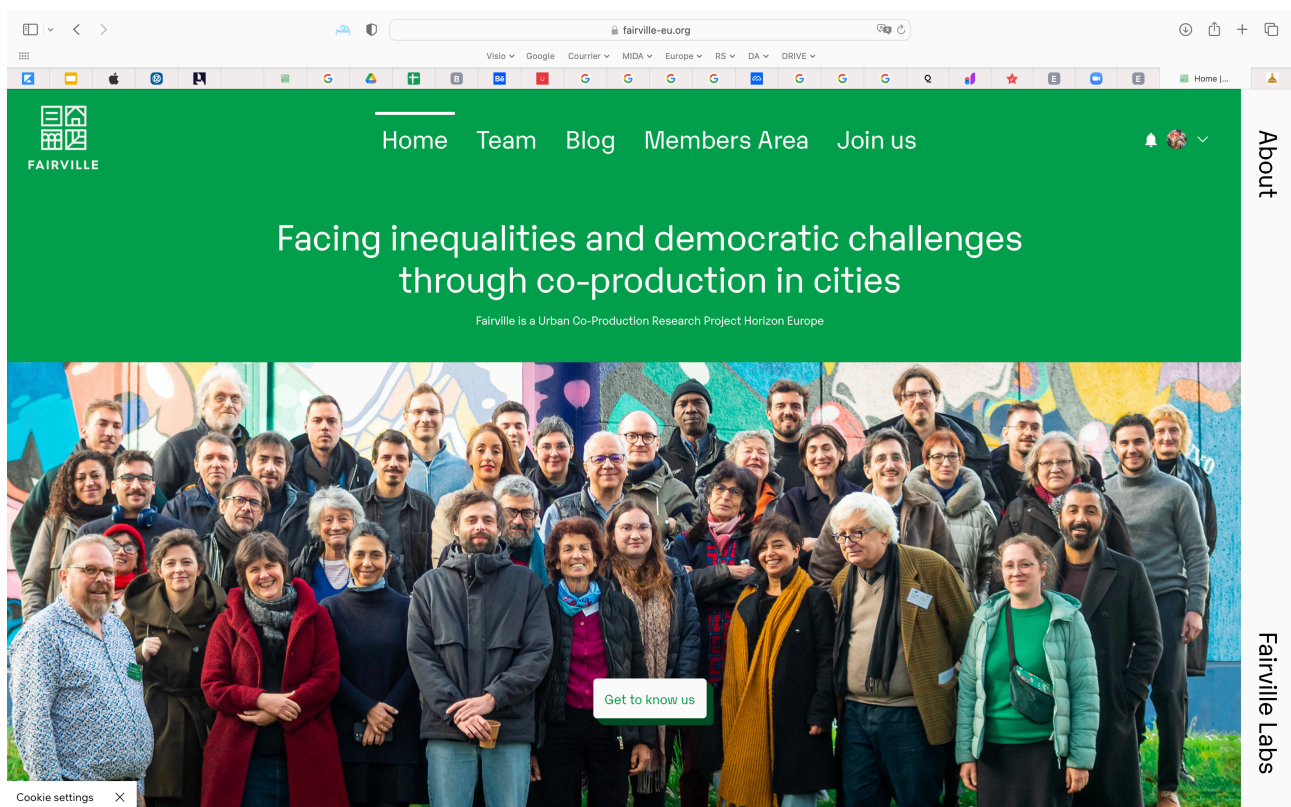
You will find the graphic charter in the annex of this report.

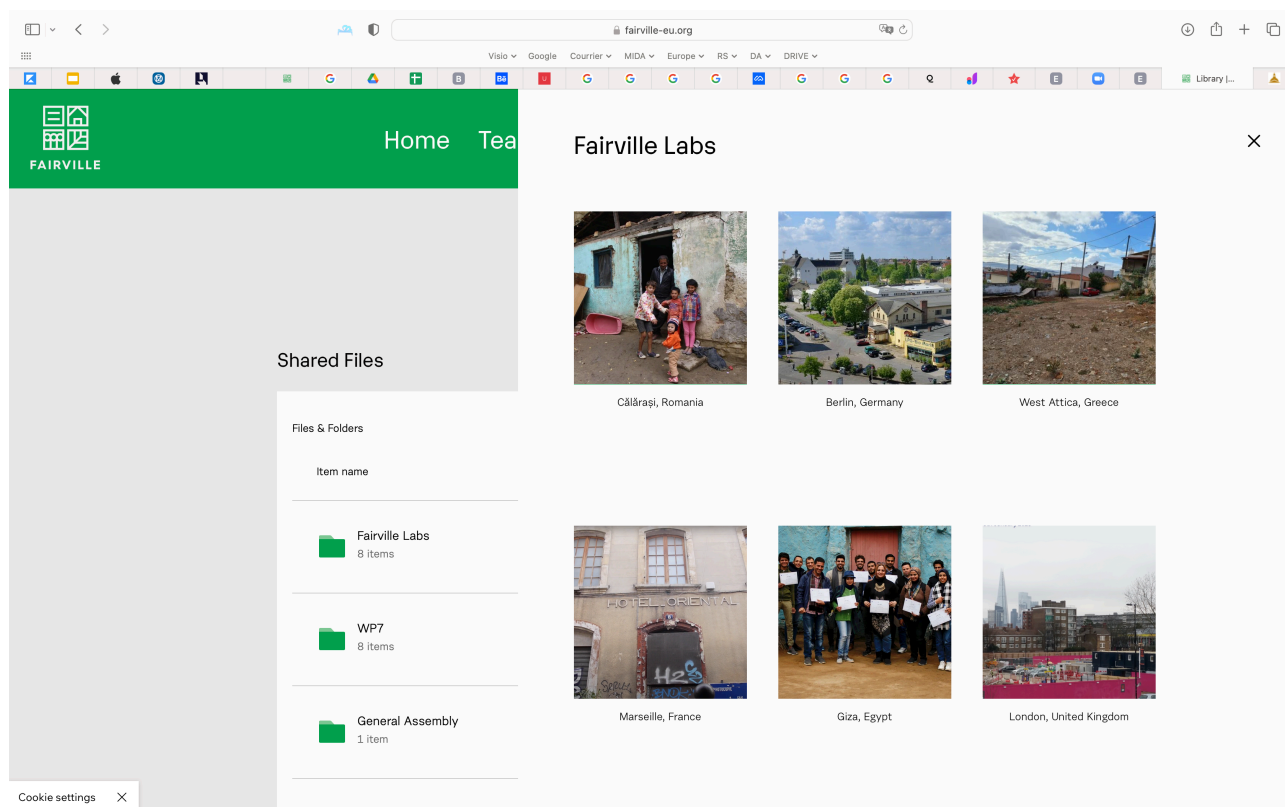
Website

Domain : www.fairville-eu.org

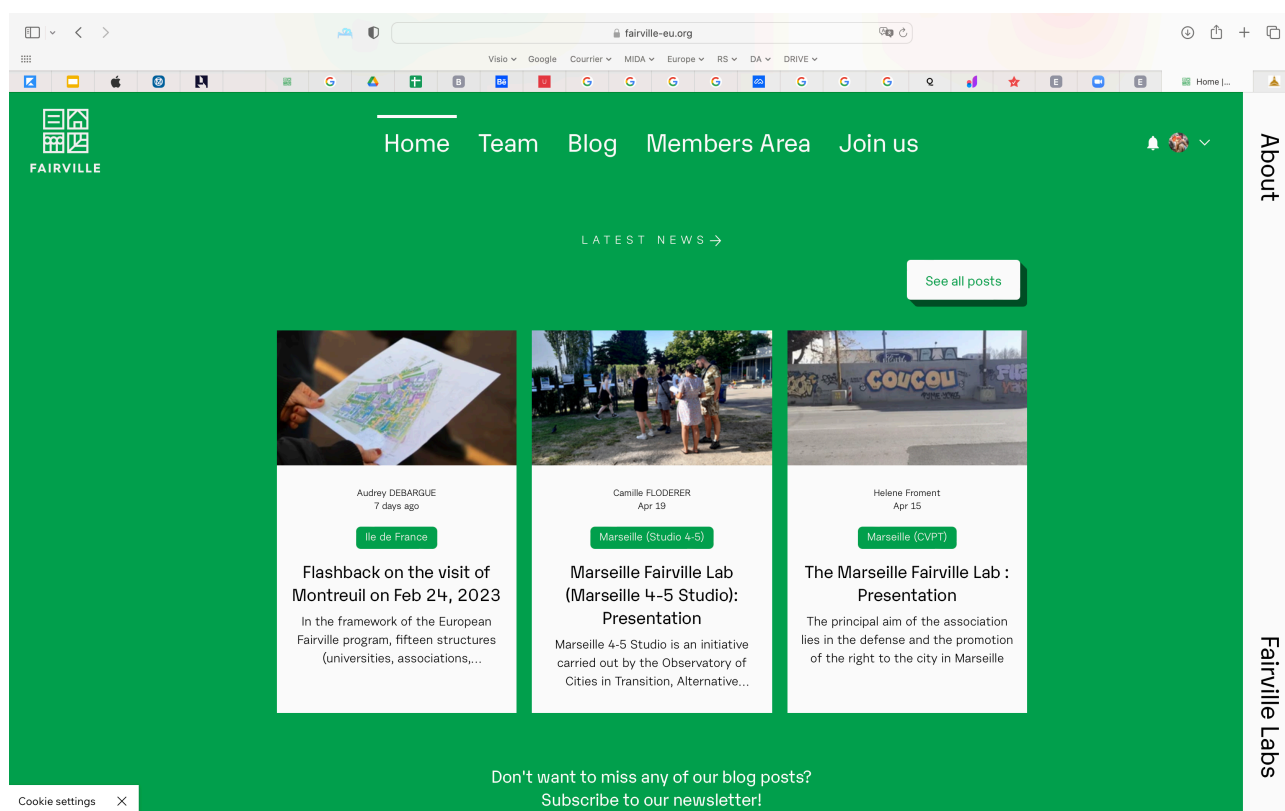
The Fairville website was designed and developed in no-code by Fairville's Project Manager Audrey Debargue, in her capacity as UX/UI Designer. V1 of the website was launched at the Kick Off Meeting in February 2023. After several interactions, additional features were added in March and April 2023 (in particular pages reserved for members). The Fairville website is hosted on European servers and its data is protected.

Please find below the main screens of the website:





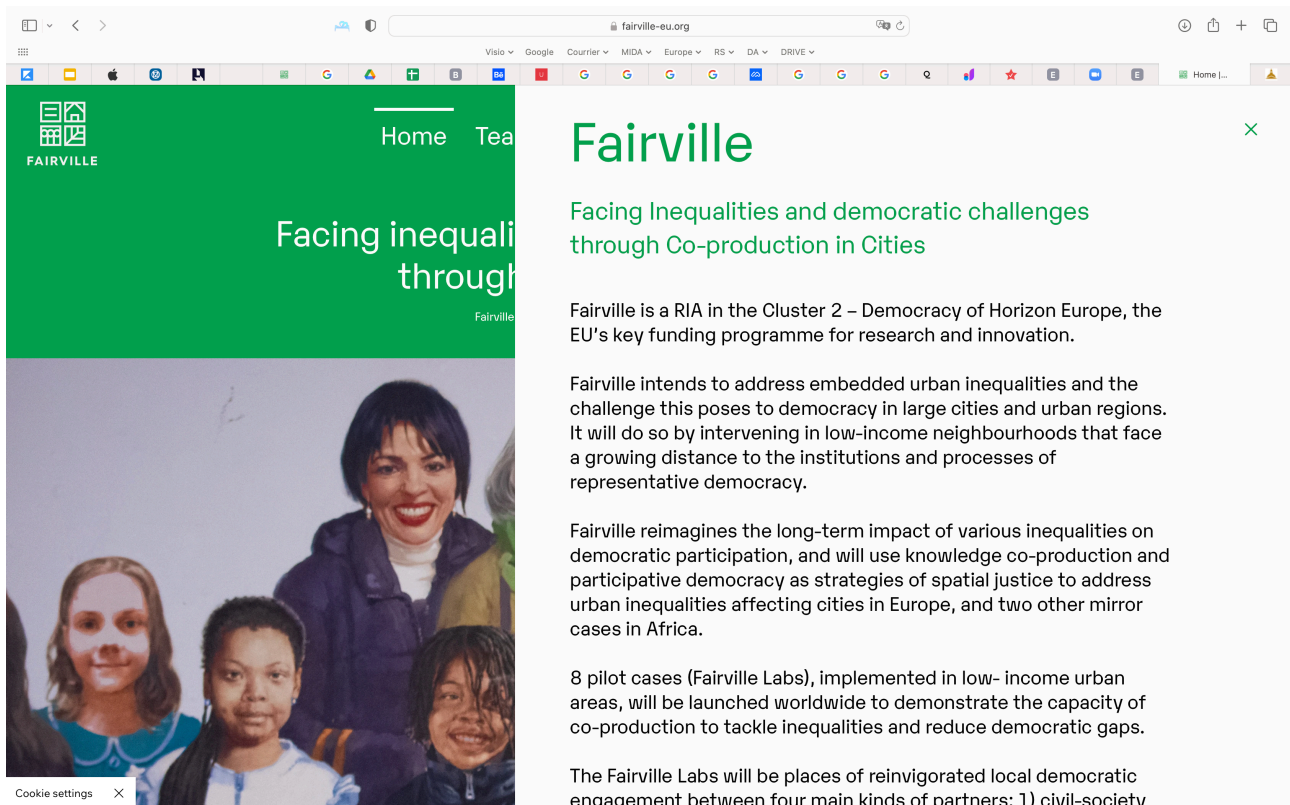
The screenshot shows the Fairville Labs website. The top navigation bar includes 'Home' and 'Team'. The left sidebar, titled 'Shared Files', lists three folders: 'Fairville Labs' (8 items), 'WP7' (8 items), and 'General Assembly' (1 item). The main content area, titled 'Fairville Labs', displays a grid of six photographs with captions: 'Călărași, Romania', 'Berlin, Germany', 'West Attica, Greece', 'Marseille, France', 'Giza, Egypt', and 'London, United Kingdom'.



The screenshot shows the Fairville Labs website with a green header. The navigation bar includes 'Home', 'Team', 'Blog', 'Members Area', and 'Join us'. The 'LATEST NEWS' section features three blog posts:

- Flashback on the visit of Montreuil on Feb 24, 2023** by Audrey DEBARGUE (7 days ago). Location: Ile de France.
- Marseille Fairville Lab (Marseille 4-5 Studio): Presentation** by Camille FLODERER (Apr 19). Location: Marseille (Studio 4-5).
- The Marseille Fairville Lab : Presentation** by Helene Froment (Apr 15). Location: Marseille (CVPT).

Each post includes a brief description of the event or location. A 'See all posts' button is located to the right of the news section. At the bottom, a newsletter subscription prompt reads: 'Don't want to miss any of our blog posts? Subscribe to our newsletter!'.



The screenshot shows the Fairville homepage. The header is green with the Fairville logo and navigation links for Home and Team. The main content area has a large green banner with the text "Facing inequalities through" and a photo of a woman and children. To the right, the title "Fairville" is displayed in large green letters, followed by the subtitle "Facing Inequalities and democratic challenges through Co-production in Cities". Below this, there are three paragraphs of text describing the project's goals and pilot cases. A "Cookie settings" button is visible in the bottom left corner.

Fairville

Facing Inequalities and democratic challenges through Co-production in Cities

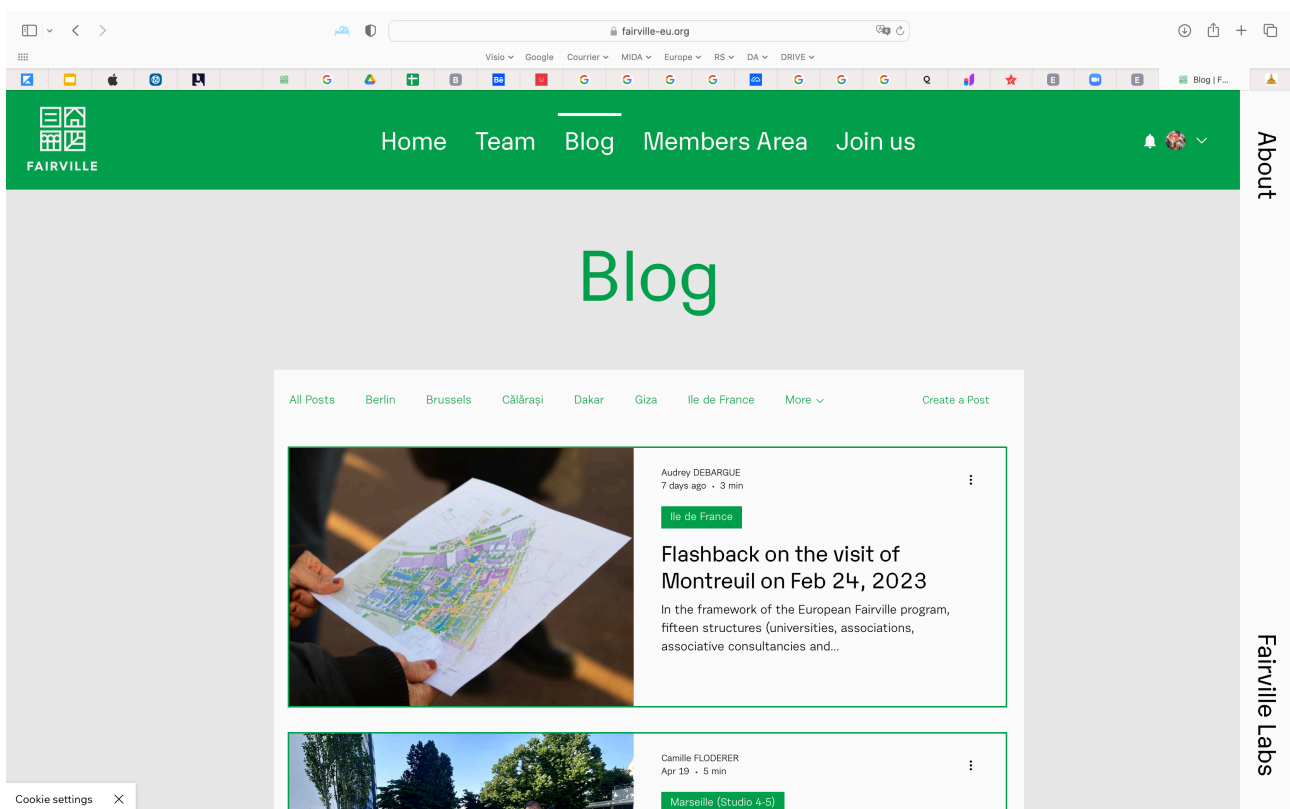
Fairville is a RIA in the Cluster 2 – Democracy of Horizon Europe, the EU's key funding programme for research and innovation.

Fairville intends to address embedded urban inequalities and the challenge this poses to democracy in large cities and urban regions. It will do so by intervening in low-income neighbourhoods that face a growing distance to the institutions and processes of representative democracy.

Fairville reimagines the long-term impact of various inequalities on democratic participation, and will use knowledge co-production and participative democracy as strategies of spatial justice to address urban inequalities affecting cities in Europe, and two other mirror cases in Africa.

8 pilot cases (Fairville Labs), implemented in low-income urban areas, will be launched worldwide to demonstrate the capacity of co-production to tackle inequalities and reduce democratic gaps.

The Fairville Labs will be places of reinvigorated local democratic engagement between four main kinds of partners: 1) civil-society



The screenshot shows the Fairville Blog page. The header is green with the Fairville logo and navigation links for Home, Team, Blog, Members Area, and Join us. The main content area has a large green banner with the word "Blog" in large green letters. Below this, there is a grid of blog posts. The first post is titled "Flashback on the visit of Montreuil on Feb 24, 2023" by Audrey DEBARGE, dated 7 days ago. The second post is titled "Marseille (Studio 4-S)" by Camille FLODERER, dated Apr 19. A "Cookie settings" button is visible in the bottom left corner.

Blog

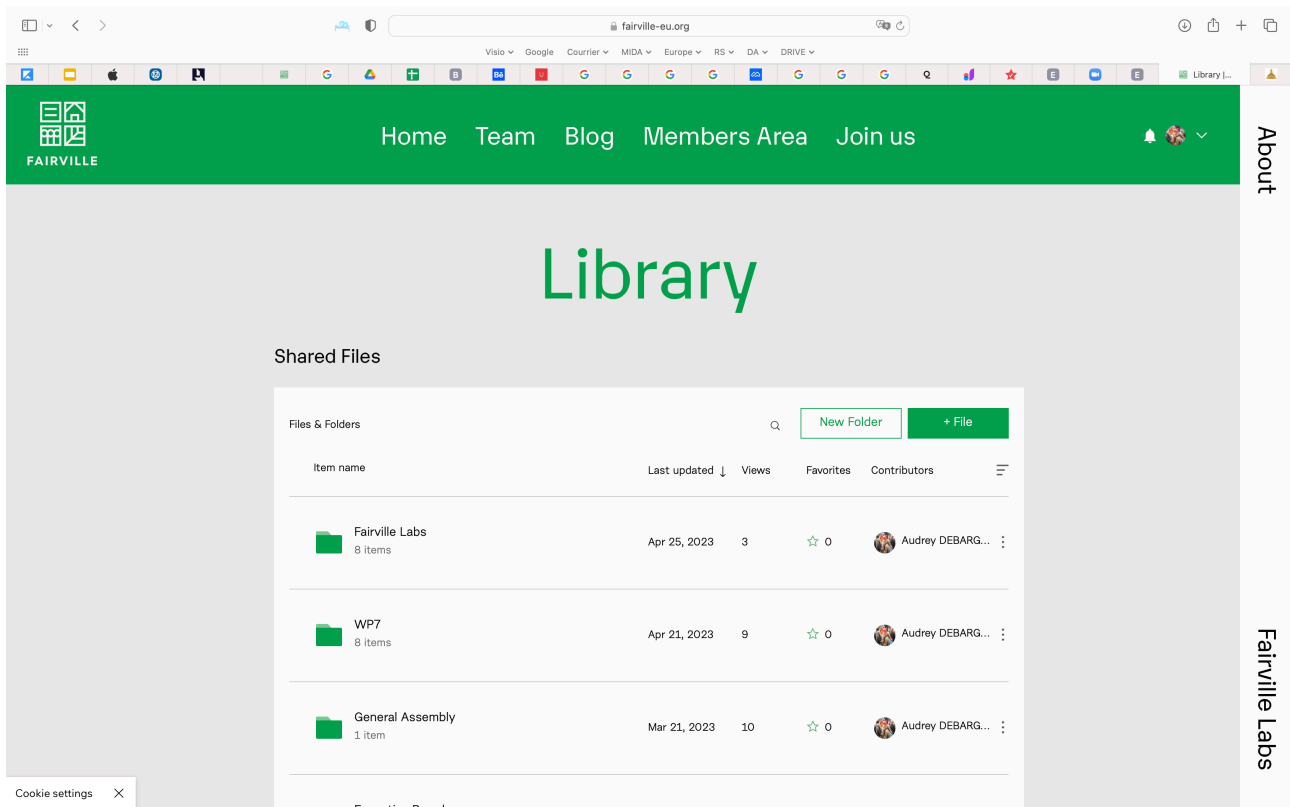
All Posts Berlin Brussels Clărași Dakar Giza Ile de France More Create a Post

Audrey DEBARGE
7 days ago · 3 min
Ile de France

Flashback on the visit of Montreuil on Feb 24, 2023

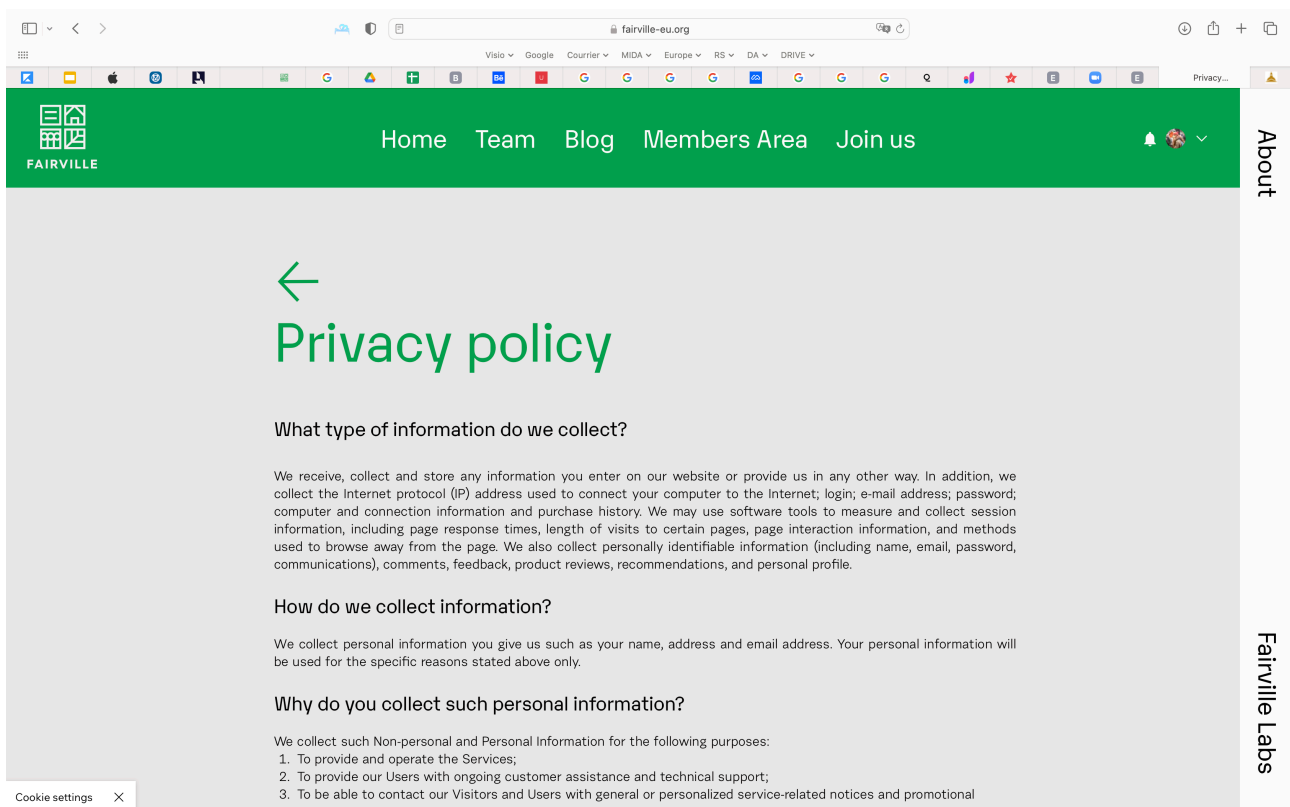
In the framework of the European Fairville program, fifteen structures (universities, associations, associative consultancies and...

Camille FLODERER
Apr 19 · 5 min
Marseille (Studio 4-S)



The screenshot shows the 'Library' page of the fairville-eu.org website. The page has a green header with the FAIRVILLE logo and navigation links: Home, Team, Blog, Members Area, and Join us. A sidebar on the right contains links for 'About' and 'Fairville Labs'. The main content area is titled 'Library' and features a 'Shared Files' section. This section displays a table of files and folders, including 'Fairville Labs' (8 items), 'WP7' (8 items), and 'General Assembly' (1 item). Each entry shows the last updated date, number of views, and the contributor's name (Audrey DEBARG...). A 'New Folder' button and a '+ File' button are visible at the top of the file list.

Item name	Last updated ↓	Views	Favorites	Contributors
Fairville Labs 8 items	Apr 25, 2023	3	0	Audrey DEBARG...
WP7 8 items	Apr 21, 2023	9	0	Audrey DEBARG...
General Assembly 1 item	Mar 21, 2023	10	0	Audrey DEBARG...



The screenshot shows the 'Privacy policy' page of the fairville-eu.org website. The page has a green header with the FAIRVILLE logo and navigation links: Home, Team, Blog, Members Area, and Join us. A sidebar on the right contains links for 'About' and 'Fairville Labs'. The main content area is titled 'Privacy policy' and contains three sections: 'What type of information do we collect?', 'How do we collect information?', and 'Why do you collect such personal information?'. The first section explains that the website collects personal information such as name, address, email, and password. The second section explains that the website collects personal information such as name, address, and email address. The third section explains that the website collects personal information for the following purposes: to provide and operate the Services, to provide ongoing customer assistance and technical support, and to be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages.

What type of information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications), comments, feedback, product reviews, recommendations, and personal profile.

How do we collect information?

We collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

Why do you collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

1. To provide and operate the Services;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;

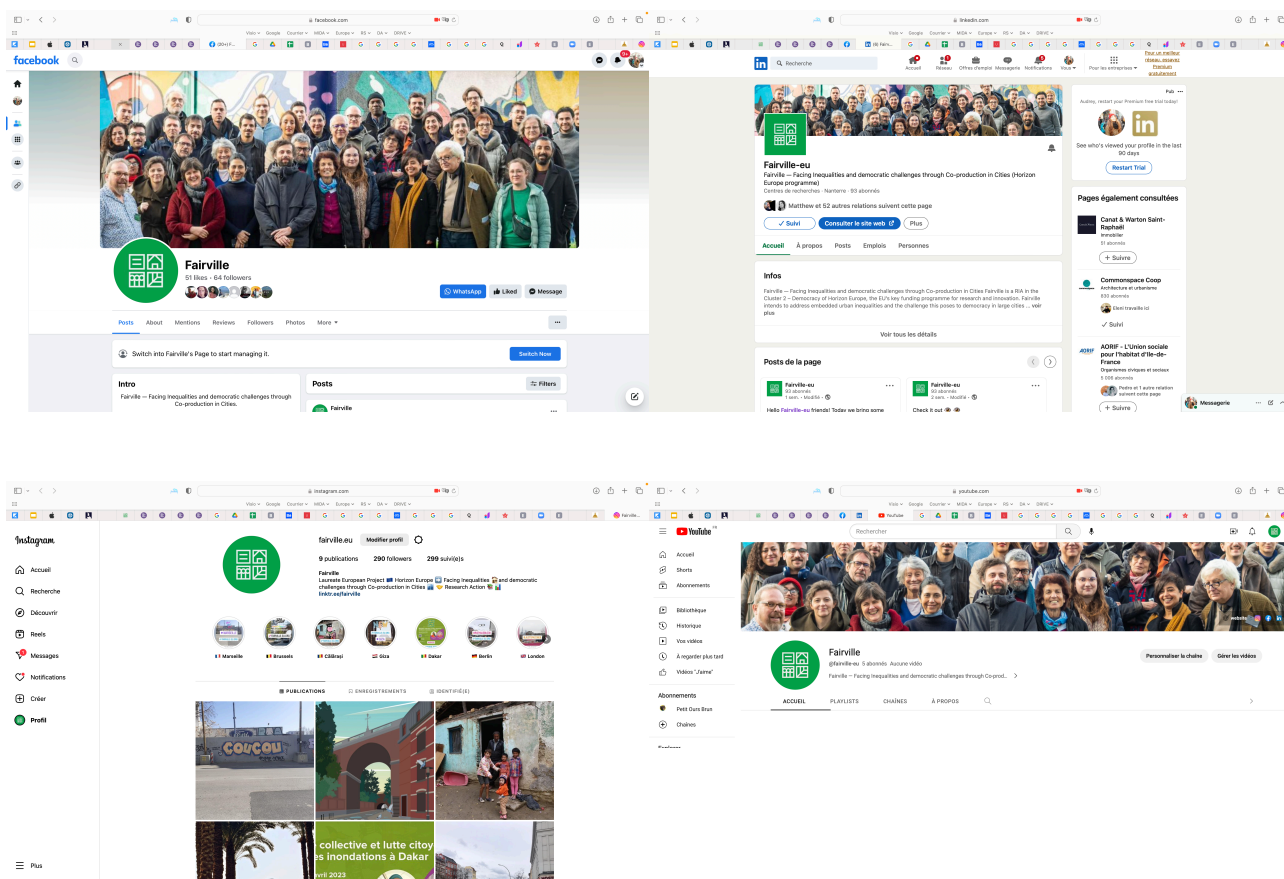
Social Networks

Linkedin : <https://www.linkedin.com/company/fairville-eu/>

Instagram : <https://www.instagram.com/fairville.eu/>

Facebook : <https://www.facebook.com/profile.php?id=100090515982928>

Youtube : <https://www.youtube.com/@fairville-eu>





FAIRVILLE

Graphic charter
2023

Graphic charter

The graphic charter is a working document that contains the basic rules for the use of the graphic signs that make up Fairville's graphic identity.

Contents

1 - The logotype

2 - The colours

3 - Typography

4 - The iconographic territory

Chapter 01

The logotype

The logotype is the emblem of the project.

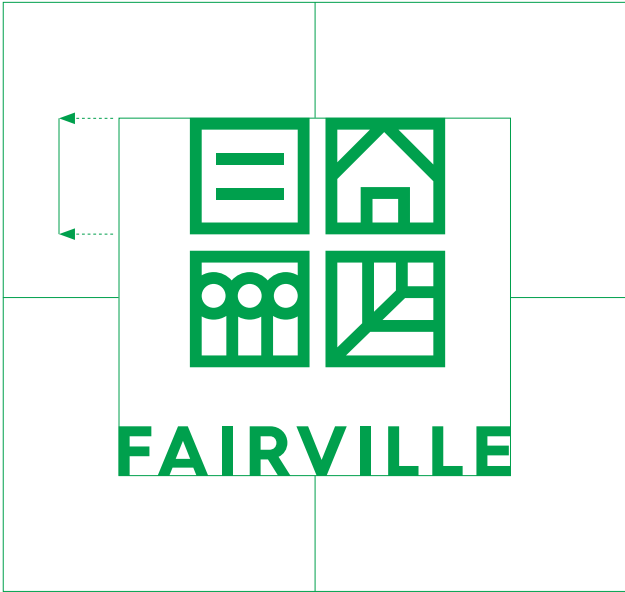
By combining a specific shape, colours and graphics, it is the unifying element of the Fairville identity.



This is the project symbol.
It is to be used on all the supports of the project.



The logotype exists in a complete version.
It consists of the combination of the symbol and the typography.

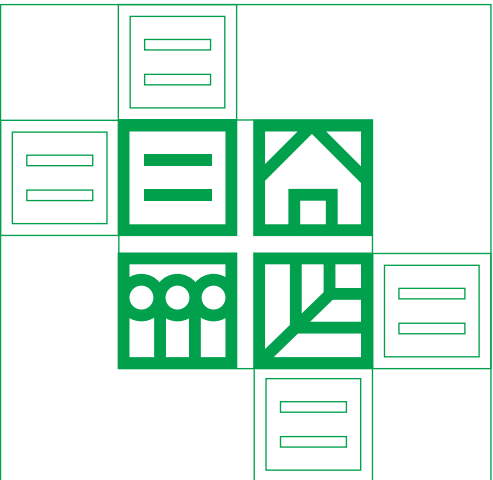


20 mm

minimal size



The protection zone of the complete logo is defined by the width of the icons.
It must be systematically respected.
No graphic or textual elements may penetrate it.

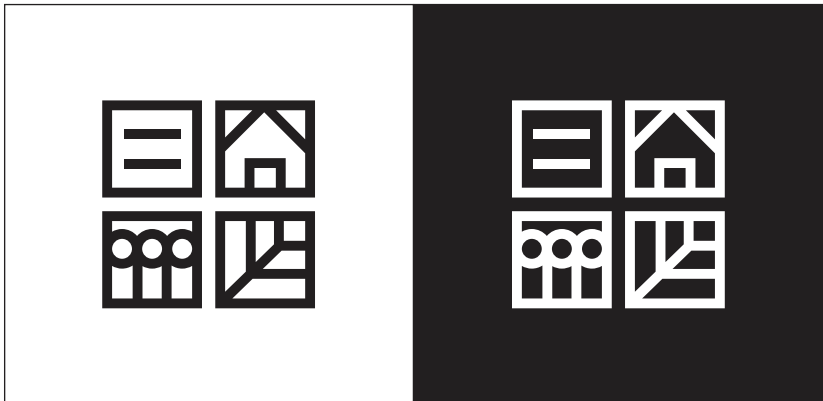


minimal size



20 mm

The protection zone of the simplified logo is defined by the width of the icons.
It must be systematically respected.
No graphic or textual elements may penetrate it.



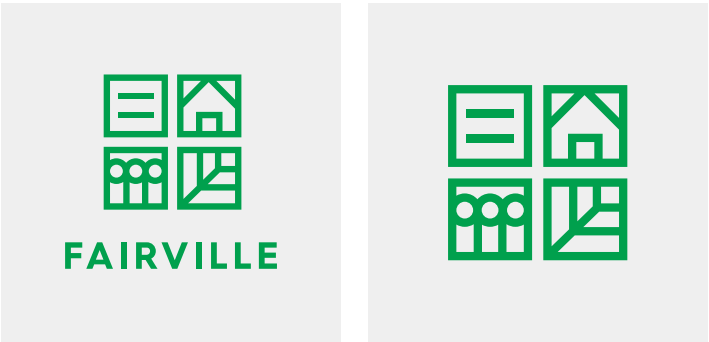
Monochrome versions of the logotype are to be used when technical and charter constraints do not allow the logotype to be used in colour (e.g. stamps, FAX, regional daily press, fabrics, certain goodies, etc.).

white background



The logo is applied mainly on a white background.

light backgrounds



dark backgrounds



The logo is applied in the same way on all light coloured backgrounds. Be careful to ensure the contrast between the background and the logo.

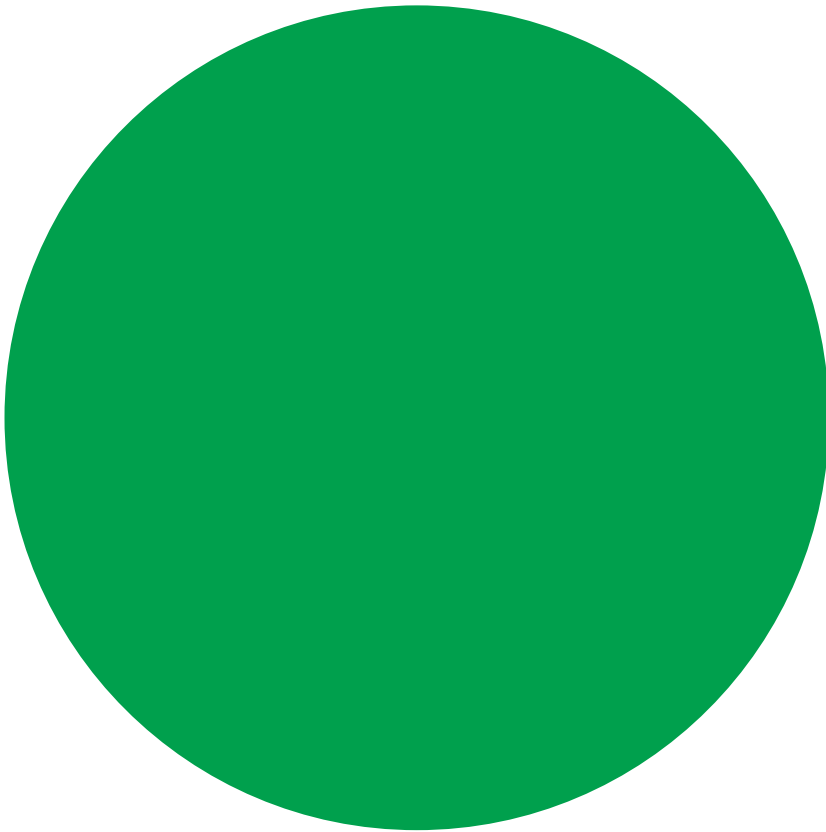
On dark backgrounds I recommend using the grey or white monochrome version.

Chapter 02

The colours

The main colours constitute the identity marker of the project.

The complementary colours accompany the main colours. These colours, and only these, must be used on all communication media and applications.



C. 97,45%
M. 0,3%
J. 91,75%
N. 0%

R. 0
V. 161
B. 77

#00a14d

The main palette is the identity marker of Fairville:
- green

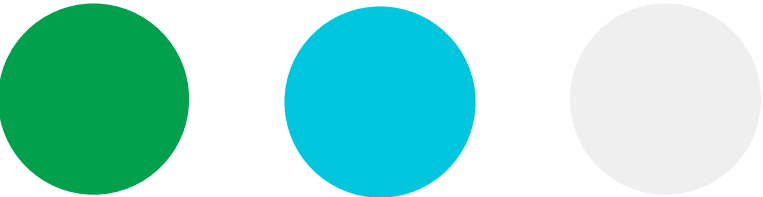


C. 7,12%
M. 4,21%
J. 4,41%
N. 0%

R. 240
V. 240
B. 239

#f0f0ef

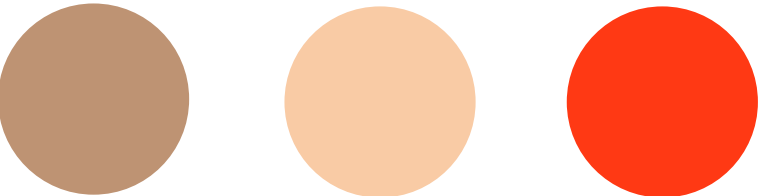
The main palette is the identity marker of Fairville:
- grey



C. 97,45% M. 0,3% J. 91,75% N. 0%	C. 87,42% M. 0% J. 21,68% N. 0%	C. 7,12% M. 4,21% J. 4,41% N. 0%
R. 0 V. 161 B. 77	R. 0 V. 198 B. 221	R. 240 V. 240 B. 239
#00a14d	#00c6dd	#f0f0ef



C. 0% M. 0% J. 0% N. 0%	C. 91,17% M. 78,69% J. 61,95% N. 97,45%
R. 255 V. 255 B. 255	R. 0 V. 0 B. 0
#FFFFFF	#000000

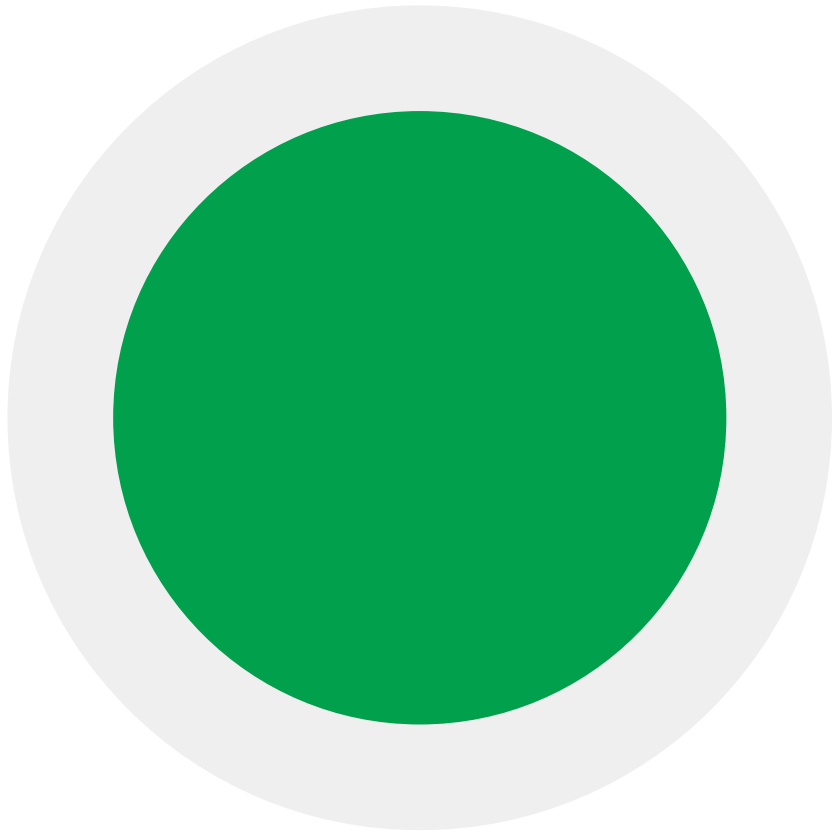


C. 15,27% M. 46,28% J. 52,57% N. 5,04%	C. 0% M. 23,88% J. 34,67% N. 0%	C. 0% M. 85,1% J. 79,94% N. 0%
R. 191 V. 148 B. 115	R. 250 V. 204 B. 166	R. 255 V. 57 B. 20
#bf9473	#facc66	#ff3914

Secondary colours can be combined with the main colours.

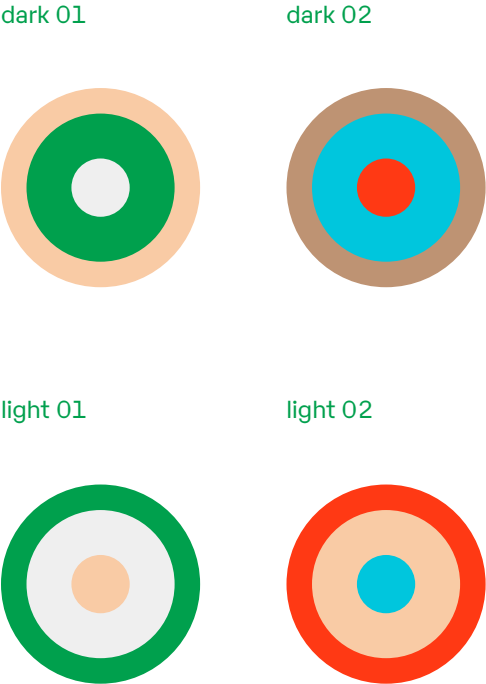
Black and white are used mainly for publishing.

Main
associations

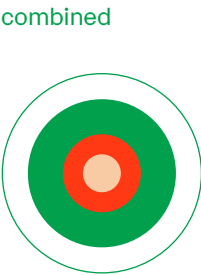


The main colours can be combined with each other.

2 colours
associations



3 colours
associations



The secondary colours provide breathing space and make it possible to create variations.

3.1

Title typography

Karelia

Karelia Regular	Karelia Medium
ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890	ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890
<i>Karelia Regular Italic</i>	<i>Karelia Medium Italic</i>
<i>ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890</i>	<i>ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890</i>
Karelia Bold	Karelia Bold
ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890	ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890
<i>Karelia Bold Italic</i>	<i>Karelia Bold Italic</i>
<i>ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890</i>	<i>ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890</i>

TITLE
EXERGUES
SUBTITRE

Karelia will be used mainly for titles, exergues and subtitles.

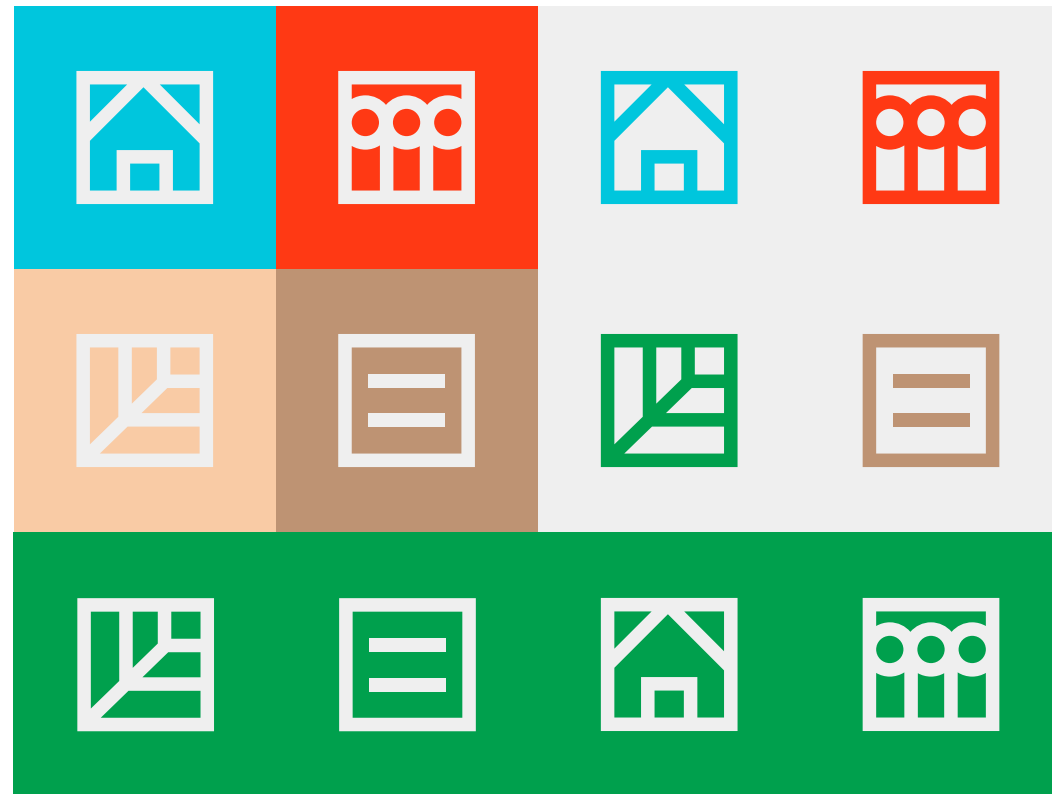
3.2

Body text typography

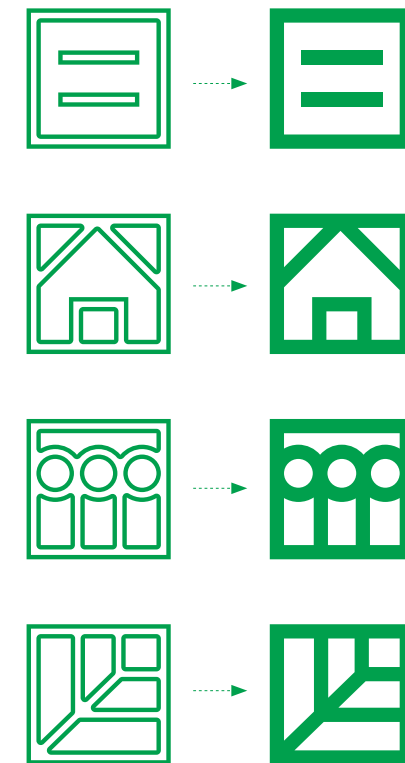
Urban
Grotesque

Urban Grotesque Regular	Urban Grotesque Medium
ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890	ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890
	<i>Urban Grotesque Medium Italic</i>
	<i>ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890</i>
Urban Grotesque Light	Urban Grotesque Bold
ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890	ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890
<i>Urban Grotesque Light Italic</i> <i>ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890</i>	<i>Urban Grotesque Bold Italic</i> <i>ABDCEFGHIJKLMNOPQRSTUVWXYZ abdcefg hijklmnopqrstuvwxyz 1234567890</i>

Urban Grotesque will be used mainly for body text and captions.



The geometric style is an integral part of the territory.
The 4 icons define the pictogram style of the identity.
They can be used as independent graphic elements.



It is possible to play on the switch between the full and the wired.
Primarily, the identity works on the outline.



The layout is simple and uncluttered, with a simplified grid to highlight the important elements, as well as the different reading levels. The four icons of the logo are arranged vertically and form the main graphic element of the poster.



The editions can be produced on matt or craft paper for a raw and natural effect in the spirit of recycling.



FAIRVILLE



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